

***Proposal for a title in the  
Sibo Storybook Series for children:***

# ***“Sibo Beats the Bully”***

***A picture story book for our younger generation  
(although it can also be utilised by educators and read by parents)  
on the topic of bullying.***

***Written by Ginny Stone.  
Edited and published by Lets Look Publishers.***



**“Education is the most powerful weapon  
which you can use to change the world.”**

*~ Nelson Mandela*

## Why do we need a book about bullying?

According to a recent survey – PIRLS 2016 (Progress in International Reading Literacy Study) <https://nicspaull.files.wordpress.com/2017/12/p16-pirls-international-results-in-reading.pdf> **South Africa has the highest incidence of bullying among all 50 countries that participated in the study.** 42% of Grade 4 students indicated that they were bullied weekly (*p226 in the report*) compared to 15% in the US and England.

South Africa also came last out of 50 countries when it came to reading – 78% of our Grade 4 learners cannot read for meaning in any language. This translates to 8 out of 10 children do not know what they are reading. A very devastating state of affairs.

This book would cover all aspects of bullying, including the difference between conflict and bullying. It will also have activities and role-playing scenarios that can be done in class.

***The Sibos Series was established in 2007. To date there are 14 titles in the series.***

The trademark of Sibos stories is that they take relatively complicated or intense information and break it down into bite-sized pieces that are easy to understand. As is often the case with story books, they are treasured, read over and over, so if perhaps you did not understand all of it the first time, eventually you would. Whilst children are widely recognised as conduits of information to the community, often older siblings or parents also read to their children and so the adult target market is also reached.

The story is written with the facts woven into the story line. Half the time the children don't even realise that they are learning new things.

Whilst the Sibos Series all have the same format - three chapters, twenty verses per chapter – a total of 36 pages with lovely illustrations on every page – **it is proposed that this particular book should be written in prose – so that it could be easily translated to reach a wider market.**

The illustrations are very explanatory, so that children (and adults), who cannot necessarily read themselves, can still basically understand the meaning of the story. Extra information is also included in the pictures.

The last page has either an activity to do or more information (or both) – including websites for children, teachers or parents to access if they wish to find out more information.

# **Proposed story outline for “Sibo Beats the Bully”**

*(Working title)*

## **Chapter 1**

Sibo and her friends are outside at break time and they notice that there is something going on in a corner of the playground. Sibio is a nosy little girl so they wander over to see what is happening. She elbows her way to the front of the crowd and is horrified to see a bigger boy standing over a much smaller kid, poking him. The group of children standing around are all laughing and egging the big child on. Sibio is just about to say something when the bell rings and everybody runs back to class. Sibio goes up to the small kid and asks him what was going on, but he just shrugs and walks away. She has never seen this child before and wonders what on earth is happening. Sibio and her friends go back to class and tell her teacher. Miss Ball asks them to describe the child so that she can find out more in the staff room. She does not like the sound of what the children have just told her and she decides to do some investigating.

Later that day Miss Ball finds out from another teacher that the boy’s name is Alex and he’s new at the school. The teacher said she was not surprised that he was being picked on because he was a bit weird and did not talk much. When he did talk, he stuttered and it was hard to understand him. Miss Ball was horrified at the teacher’s casual approach and lack of concern for the child.

## **Chapter 2**

The next day Miss Ball asks Sibio and her friends to make a point of looking out for Alex at break time. They search high and low but can’t find him anywhere. They do come across a couple of girls fighting and are shocked to see the girls yelling and screaming whilst they try to kick and slap each other. Of course, they all go back to class and report on what they have just seen to their teacher again. Miss Ball said that it sounded more like the girls were disagreeing about something, rather than one was being bullied. She explains to the class that there is a difference between conflict and bullying. She explains the difference between the two. She also tells the children that there are different kinds of bullying – physical, verbal, emotional, sexual and then there’s cyber bullying which is also a huge problem. She gives the children some ideas of what to do if they come across such a situation.

Whilst walking home from school that day, Sibio and her friends discuss the situation and come to the conclusion that Alex was definitely being bullied. They decide to do something about it.

Sibio talks to her parents and discovers to her amazement that her mother was bullied at work a few years previously. She did not realise that adults could also be bullied. Dad tells her that he recently read something about a school that had a “friendship bench”. Sibio thinks this is an awesome idea and decides her school must have one too.

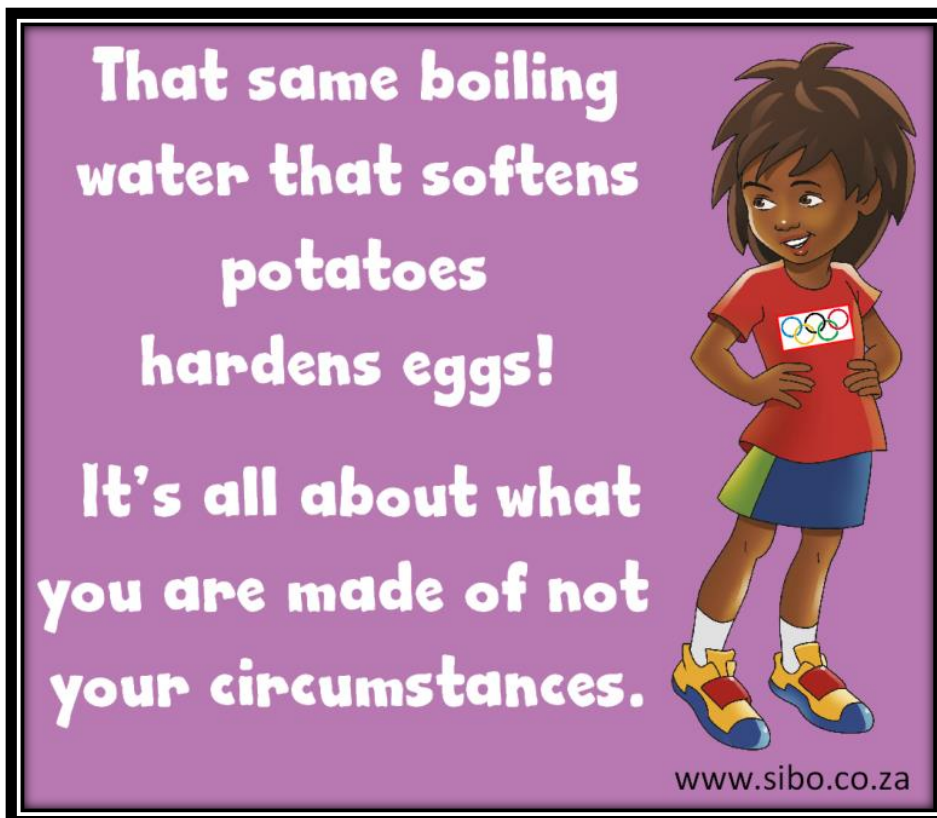
## **Chapter 3**

Sibio tells Miss Ball about the friendship bench idea. Her teacher agrees that it is a good one and says she will speak to the head mistress about it. Sibio and her friends, now armed with some knowledge of how to stand up to a bully, actively go looking for Alex. They find him in

the same situation as before – being bullied. Wayne goes off to fetch a teacher. Sibó walks up to Alex, takes his arm and says “Come, let’s get out of here!” The bully is astounded and just stands there. Lizzie puts her hands on her hips and tells the bystanders that they should be ashamed of themselves for laughing and encouraging the bully. Sibó and her friends surround Alex and walk away. They tell him they are so sorry that he’s being bullied and they don’t agree with what has been happening. They mention that he should tell an adult what has been happening and they will happily go with him if he wants. They also invite him to join their group of friends and sit with them at break time.

The headmistress agrees that the “Friendship Bench” is a great idea and says she will see if she can get funding for it. She also installs a “Bully Box” in the passage, where kids can post messages if they are being bullied and get help.

*The back page will contain easy to read extra information, including role-playing and activities that can be carried out in class to demonstrate what bullying does to a person.*



## Why would you help sponsor such a book.

Ginny's mission in life is to empower children, one page at a time, with information in a fun way – freely if possible.

In order to do this, sponsors are needed.

Obviously a single sponsor would be wonderful and we are always open to this solution, but in light of the gravity of the current situation in South African schools, it is envisaged that the project should be open to enable as many entities/individuals to contribute as possible in order to reach the target amount.

Whilst we are not so naïve as to imagine that a single book will fix the horrendous problem of bullying, it will go some ways to empower children (and adults) with knowledge and ways to handle different situations.

**Different marketing opportunities are available for sponsors** – as has been done with previous Sibó titles – both on the inside cover of the book, as well as on Sibó's website, blogs etc. It should be noted that the 14<sup>th</sup> title in the series, sponsored by Gautrain, recently won an International Golden Quill Award for 'Writing'.

**Friendship Benches and Bully Boxes could also be sponsored and branded.**



## Distribution

It is envisaged that the books would be distributed to schools as per the contributions received. Ideally the reach should be as wide as possible and extra funding will be actively pursued to cover postage or courier costs for potentially distributing the books around the country.

If a better option is available this would gladly be embraced.

“Sibo beats the Bully” will also be produced in digital format for inclusion on websites or for reading on digital devices. This would ensure that it is freely available to all classrooms that have wi-fi and digital facilities, as well as for individuals too.

The Sibo brand does not belong to any particular entity as far as sponsorship goes. Books have been sponsored by the Department of Science and Technology, Department of Arts and Culture, Department of Health, SAASTA, BASF – the chemical company, Gautrain as well as private individuals.

Sibo is being widely read in schools around the country and is embraced by the children of South Africa. Her mission is to empower them with knowledge.

## More information about the Sibo Series

Sibo books are written by Ginny Stone and are published by Lets Look Publishers. Writing, editing, illustrating and publishing is all done as a package and this includes printing. Lets Look has Level 2 BEEE status.

The author also creates newsletters, worksheets and colouring-in sheets around books that are freely downloadable from the Sibo website. <http://www.sibo.co.za>. These can also be shared with sponsor’s websites and any other relevant parties.

For the past 10 years, Sibo books have been / are being widely read in schools and libraries around the country and Namibia. Currently discussions are underway to introduce the Sibo Series to a Zimbabwean audience.

To date, many of the Sibo titles have been read on an SABC 2 TV children’s programme – Ntunjambili.

A 13 part, 3 minute, cartoon series based on the Sibo books was aired on eTV a few years ago and is still repeated every now and again. The title song for this series was written by Karen Zoid.

Sibo (aka Ginny Stone) also writes a weekly column in the African Reporter – this is a free sheet that covers the Ekurhuleni district with an estimated readership of between 132,000 – 150,000 readers. Various topics are covered in this column - such as manners, health, making things, science, relevant information in the news, reading, bullying, animals, kindness etc. This column also runs as a real weekly blog on <http://blog.sibo.co.za/>.

Lets Look Publishers have been approached to include the Sibo series as books available on an on-line application. This is on-going.

Sibo also has a Facebook page. <https://www.facebook.com/pages/Sibo-Says/92823826116>

Please visit Sibo’s website for more info. **Existing books can be read by clicking on the cover -** <https://sibo.co.za/books/>

# Lets Look Publishers Pricing Schedule

“Sibo Beats the Bully” includes:

- Project liaison
- Creation & development
- Text and editing
- Design & layout
- Illustration & graphics
- Printing
- Perfect bound

Quantity of books	Cost per book Excl VAT	VAT (15%)	Total Incl. VAT	Grand Total
3000	R45.00	R6.75	R51.75	R155,250
5000	R42.50	R6.38	R48.88	R244,400
10,000	R35.00	R5.25	R40.25	R402,500

## **Lets Look Publishers**

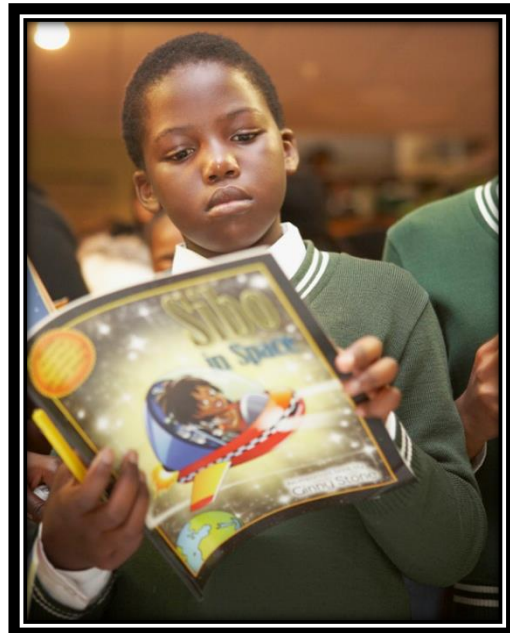
Director: Peter Sanderson

30 Verbenia Street, Lynnwood Ridge, Pretoria 0081, Gauteng SA

Tel: 012 361 2329 / Cell: 082 855 0157 Email: [sales@wallcharts.biz](mailto:sales@wallcharts.biz)

## **Ginny Stone (Author)**

Email: [ginz.stone@gmail.com](mailto:ginz.stone@gmail.com) / Cell: 082 5649301 / Tel: 012 8031785





## Lets Look (Proprietary) Limited Company Details

DIRECTOR (S)	PETER HYLTON SANDERSON
I.D.	4901165755088
BEE STATUS	LEVEL 4 COMPLIANCE
CO REGISTRATION NO	2008/021852/07
VAT NUMBER	4640182913
ADDRESS	30 VERBENIA STREET LYNNWOOD RIDGE PRETORIA 0081
POSTAL ADDRESS	AS ABOVE
OFFICE TELEPHONES	+27 (0) 12 361 2329 +27 (0) 12 361 3854
MOBILE	082 855 0157 (PETE)
FAX (TELKOM)	+27 (0) 12 361 8060
FAX (E-MAIL)	0866315911
E-MAIL	<a href="mailto:imfundo@netactive.co.za">imfundo@netactive.co.za</a>
WEBSITE	<a href="http://www.wallcharts.biz">www.wallcharts.biz</a>
BANK	ABSA
ACCOUNT NAME	LETS LOOK
BRANCH	The Grove
ACCOUNT NUMBER	4049642279
CODE	333845

Lets Look are publishers and creators of highly visual dynamic resources for school and home. They have been in business for over 20 years.

Ginny Stone is a writer who strongly believes in fun ways of empowering children and also getting them to realise that they too can make a difference.

Between them, the Sibos Series has been created. So far, fourteen story books (written in wacky rhyme) on subjects varying from global warming, recycling and biodiversity to HIV AIDS, astronomy nanotechnology, chemistry, road safety and etiquette using public transport are being read and enjoyed in homes, libraries and schools around the country.



Pete Sanderson  
( T ) 012 361 2329  
( C ) 082 855 0157

